ABSTRACT

The present invention is a method and apparatus to assist a user in optimizing a

relationship with a contact person. The method includes inputting information regarding

the relationship into the apparatus, classifying the relationship into at least one class,

5   assigning a contact frequency to the relationship, providing the user with information about

the relationship based on the at least one class, and contacting the user at the contact

frequency with a first message regarding the relationship. The apparatus includes a storage

device and a processor connected to the storage device. The storage device stores a first

input from the user regarding the relationship, classifications for different types of

10   relationships, information for each classification, contact frequencies for each type of

relationship, and a program for controlling the processor. The processor is operative with

the program and adapted to receive the first input from the user regarding the relationship,

classify the relationship, assign a contact frequency to the relationship, provide to the user

information based on the classification of the relationship and contact the user at the

15   contact frequency with a first message regarding the relationship.